



The California Children and Families Commission, created by Proposition 10, will support children from prenatal to age five by creating a comprehensive and integrated system of information and services to promote early childhood development and school readiness. The initiative, approved by voters in November 1998, added a 50-cents-per-pack tax to cigarettes and a comparable tax to other tobacco products. Prop. 10 is expected to generate approximately \$700 million annually.

Prop. 10 is designed to:

- Provide funding for community health care, quality child care and education programs for young children and families, customized to meet local needs;
- Educate Californians via a statewide public education campaign on the importance of early child development; and
- Provide assistance to pregnant women and parents of young children who want to quit smoking.

Regardless of residency status or income level, all California children from prenatal to age five and their families are eligible for services, which may include:

- Education on the importance of nurturing children;
- Child care skills for parents and child care providers;
- Immunizations;
- Prenatal and postnatal maternal and infant nutrition services;
- Child development, health care and social services not provided by existing programs;
- Education and training on the avoidance of tobacco, drugs and alcohol during pregnancy; and
- Domestic violence prevention and treatment.

Program Funding

Studies have shown that a child's experiences in the first years of life have a profound impact on educational, social and economic outcomes. Prior to Prop. 10, California spent little on children during these important developmental years.

All revenue generated by Prop. 10 is collected in the California Children and Families Trust Fund Account, set up within the State Treasury.

- Eighty percent of the approximately \$700 million collected each year is allocated to community trust funds established by each County Commission. Allocations to each county are based on the number of births, according to the birth mother's county of residence. Before disbursing any funds locally, County Commissions must develop strategic plans based on extensive public input. California parents, families and community groups are invited to participate in local forums and provide input on how the money should be spent to best meet local needs.
- Twenty percent of the revenues are allocated to the State Commission for statewide expenditures, including a public education campaign, educational materials and training, technical support for the local County Commissions, education and training of child care providers, and research and development. Only one percent will be used for administrative functions of the State Commission.

The revenue generated from Prop. 10 will supplement the limited number of existing early childhood development programs.

Accomplishments

Implementation of Prop. 10 is moving forward and on target:

- County Commissions have been established in each of California's 58 counties. To date, approximately 12 have completed strategic plans for funding local programs;
- The State Commission has approved 11 funding initiatives, totaling approximately \$40 million, aimed at addressing an array of educational, child care and health-related needs for children;
- The additional tax on tobacco products levied by Prop. 10 has contributed to a significant reduction in tobacco sales statewide. It is expected this decline will lead to fewer adults and teens smoking, and fewer children exposed to the dangers of secondhand smoke;
- As mandated in the California Children and Families Act, the State Commission has developed and is currently implementing a comprehensive statewide public education program, including launch of a statewide toll-free hotline for parents (1-800-KIDS-025);
- As of February 2000, the State Commission had deposited \$543 million in Prop. 10 tobacco tax revenues in local trust funds established by each County Commission;
- To date, thousands of Californians -- including families, child care providers, service organizations and advocacy groups -- have participated in Prop. 10 public meetings (many held in multiple languages) and responded to surveys and local hotlines set up to gather input; and
- The State Commission continues to provide a wide range of technical assistance to counties including results-based accountability workshops, a strategic planning session for small counties, an all-County planning meeting, communications strategy sessions and one-on-one counseling.